

Bicycle Friendly Community Campaign

Creating a bicycle-friendly America
...town by town, city by city





The Bicycle Friendly Community Program

- Awards
- Incentive
- Technical Assistance





Four Reasons to Become a BFC



Recognition

- Highlights quality of life in the community
- Rewards politicians & city staff
- Provides venue for media event



Self-awareness

- Evaluation of progress by outside experts
- Ideas for potential improvements
- Identify strengths and weaknesses



Catalyst for Change

- Provides inspiration to do better
- Promoting bicycling helps a community achieve its goals



Resources

- Access to technical assistance
- Connection with other BFCs
- Appropriate opportunities and tools passed along





The Awards Application

- A community based audit to yield a holistic picture of a bicycle friendly endeavor



Application Criteria

- Engineering
- Education
- Encouragement
- Evaluation & Planning
- Enforcement

The screenshot shows the 'Apply' page of the Bicycle Friendly Community website. The header includes the 'Bicycle Friendly Community' logo and the 'League of American Bicyclists' logo. A navigation bar contains links: Home, About BFC, Community Profiles, Apply, Technical Assistance, FAQ's, Media, and Contact. The main heading is 'Apply'. Below it is a paragraph of instructions: 'Please note that answers you provide are only saved when you click on the "save and move on" button. Please be sure to do that before closing your browser or stepping away from your desk. Use the back arrow to return to a previous page -- depending on the configuration of your browser, you may need to use the refresh button in order to view the data. When working on part 2, you may easily navigate between the broad categories of the application by clicking on the links found at the bottom of the page. Please note that we require completed answers to all questions. The program will not accept applications missing answers to items marked with a red asterisk (*). Please report any issues you encounter to info@bicyclefriendlycommunity.org.' Below this is a note: '* indicates required fields'. The 'Contact Information' section has a table with the following fields: Name of Community: *, Mayor or top elected official in municipality: *, Contact First Name: *, Contact Last Name: *, Position: *, and Employer: *. Each field has a corresponding text input box.

Contact Information	
Name of Community: *	<input type="text"/>
Mayor or top elected official in municipality: *	<input type="text"/>
Contact First Name: *	<input type="text"/>
Contact Last Name: *	<input type="text"/>
Position: *	<input type="text"/>
Employer: *	<input type="text"/>



Engineering

- Miles of trails
- Miles of bike lanes
- Bicycle parking
- Bike racks on buses
- Training of engineers
- Maintenance intervals





Education



- Bicycle Education program in schools
- Safe Routes to School programs
- Bicycle safety promotion in routine activities
- League cycling instructors

Encouragement

- Bike Month or Bike-to-Work day
- Annual bike tours or rides
- Safe Routes to School
- Bike maps
- Active Cycling Clubs & Teams



Evaluation & Planning



- Usage rates
- Fatalities and crashes
- Public feedback/input mechanisms
- Prioritizing improvements

Enforcement



- Law enforcement aware of cyclists' concerns
- Law enforcement trained regarding laws relating to bicyclists
- Public safety employees on bikes



Application Review

- Careful review of submitted materials
- Feedback from local cyclists and advocates
- Awards determination



Awards

- Platinum, Gold, Silver, Bronze, Honorable Mention





Renewal

- Communities are expected to update their application every two years.
- Award levels are reconsidered as part of renewal process



[Home](#) | [About BFC](#) | [Community Profiles](#) | [Apply](#) | [Technical Assistance](#) | [FAQ's](#) | [Media](#) | [Contact](#)

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"League Honors Bicycle-Friendly Communities"

FOR IMMEDIATE RELEASE
May 15, 2003
Contact: Patrick J. McCormick
Communications Director
League of American Bicyclists
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(WASHINGTON, DC)—The League of American Bicyclists has designated the first recipients of its Bicycle-Friendly Community awards. Fourteen communities around the United States have been recognized for providing safe accommodation and facilities for bicyclists and encouraging residents to bike for transportation and recreation. Through policy and design, these communities have focused on increasing opportunities for physical activity and are models in America's efforts to reduce obesity.

Gold-level award winners are: Corvallis, OR and Palo Alto, CA. Silver awards go to Denver and Fort Collins, CO; Missoula, MT; Santa Barbara and Stanford University, CA; and Tempe, AZ. The recipients of the bronze-level Bicycle-Friendly Community national awards are: Cary, NC; the Presidio of San Francisco, CA; Redmond, WA; Schaumburg, IL; Shawnee, KS; and Beaverton, OR. No communities were granted the platinum-level designation, the highest honor of the League's awards.

Elissa Margolin, Executive Director of the League, said, "The League is very pleased to honor these remarkable American communities, where people benefit every day from reduced traffic, better air quality, and improved public health. These benefits translate to increased quality of life, higher property values, and heightened community spirit."

The League of American Bicyclists considered several factors in granting Bicycle-Friendly Community status. Reviewers examined the traffic engineering facilities and policies and bicycling promotion efforts of the communities. The cities' enforcement of traffic laws on motorists and cyclists, their efforts to educate both groups on traffic safety, and their processes to plan for and evaluate policies and facilities for cycling also were considered.

Bicycle-Friendly Community Award Winners

Gold
[Corvallis, OR](#)
[Palo Alto, CA](#)

Silver
[Denver, CO](#)
[Fort Collins, CO](#)
[Missoula, MT](#)
[Santa Barbara, CA](#)
[Stanford University, CA](#)
[Tempe, AZ](#)

Bronze
[Cary, NC](#)
[The Presidio of San Francisco, CA](#)
[Redmond, WA](#)
[Schaumburg, IL](#)
[Shawnee, KS](#)
[Beaverton, OR](#)

Sep 18, 03 (D) | Mid America | Arlington (Read-Only) | Bicycle Friendly Com... | Unst... - Part



Applicant Feedback

“Completing this application has increased my awareness that we, the leading bicycle-friendly community in the State, still have much we should be doing.”



Applicant Feedback

“While the community has put substantial investment in developing its bicycling routes, more emphasis is needed in bicycling education, maintenance and enforcement.”



Applicant Feedback

“It is our hope that our failure to achieve Bicycle Friendly Community status at this point will be a catalyst in the community to begin addressing some of the reasons for our failure.”



Next Steps

- Access the application and resources at www.bicyclefriendlycommunity.org
- Seek the endorsement and assistance of local officials in completing the application
- Return the completed application for review
- If approved, a designation of bronze, silver, gold, or platinum status is awarded



Campaign Partners



Pedestrian and Bicycle Information Center



Anthony@bikeleague.org

www.bicyclefriendlycommunity.org